

**CONTRACT**

**WOIO**  
 1717 East 12th Street  
 Cleveland, OH 44114  
 (216) 771-1943

<b>Contract / Revision</b> 820785 /		<b>Alt Order #</b>
<b>Product</b> Early TV Buy General Election, 2012		
<b>Contract Dates</b> 09/17/12 - 09/23/12		<b>Estimate #</b> 390
<b>Advertiser</b> Republican Senate Campaign Committee		<b>Original Date / Revision</b> 09/14/12 / 09/14/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WOIO	<b>Account Executive</b> House WOIO/WUAB	<b>Sales Office</b> Cleveland Local
<b>Special Handling</b>		
<b>Demographic</b> Adults 25-54		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

And:

**Midwest Communications**  
 49 South grant Avenue  
 Columbus, OH 43215

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WOIO	09/17/12	09/21/12	Action News at 5a	5-6a		:30			NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	MTWTF--				5	\$125.00			
N 2	WOIO	09/17/12	09/21/12	Action News at 6a	6-7a		:30			NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	MTWTF--				5	\$125.00			
N 3	WOIO	09/17/12	09/21/12	The Early Show	7-9a		:30			NM	5	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	MTWTF--				5	\$115.00			
N 4	WOIO	09/17/12	09/21/12	Action News at Noon	12-1230p		:30			NM	5	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	MTWTF--				5	\$475.00			
N 5	WOIO	09/17/12	09/21/12	Action News at 4p	4-5p		:30			NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	MTWTF--				5	\$450.00			
N 6	WOIO	09/17/12	09/21/12	Action News at 5p	5-6p		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	MTWTF--				5	\$500.00			
N 7	WOIO	09/17/12	09/21/12	Action News at 6p	6-630p		:30			NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	MTWTF--				5	\$700.00			
N 8	WOIO	09/17/12	09/21/12	Action News at 11p	11-1135p		:30			NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	MTWTF--				4	\$1,000.00			
N 9	WOIO	09/22/12	09/22/12	Sat Early Show	9-11a		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	-----S-				2	\$100.00			
N 10	WOIO	09/22/12	09/22/12	SA Action News at 6p	6-630p		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	-----S-				1	\$250.00			
N 11	WOIO	09/22/12	09/22/12	Sat Hour 1	8-9p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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 1717 East 12th Street  
 Cleveland, OH 44114  
 (216) 771-1943

<u>Contract / Revision</u>	<u>Alt Order #</u>
820785 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/17/12 - 09/23/12	Early TV Buy General E	390

<u>Advertiser</u>	<u>Original Date / Revision</u>
Republican Senate Camp	09/14/12 / 09/14/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$650.00			
N 12	WOIO	09/23/12	09/23/12	Sun Action News at 7a	7-9a		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$125.00			
N 13	WOIO	09/23/12	09/23/12	CBS Sunday Morning	9-1030a		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$450.00			
N 14	WOIO	09/23/12	09/23/12	Extra Weekend	1135p-2a		:30			NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$130.00			
Totals											46	\$18,255.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/23/12	46	\$18,255.00	\$15,516.75
<b>Totals</b>	<b>46</b>	<b>\$18,255.00</b>	<b>\$15,516.75</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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820785

Client: Republican Senate Campaign Committee, 2012 **Station Order**  
 Product:  
 Campaign: Early TV Buy General Elect, 2012

Midwest Communications & Media  
 7720 Benson Road  
 Carroll, OH 43112  
 614/440-4449

Rev #: 1  
 Flight From: 09/10/2012 to 10/21/2012

Estimate No.:  
 Contract No.:  
 Job No.:

Buyer Name: Bob Clegg  
 Sweeps: Share Nov 2010 -> HUT/PUT Nov 10

Market: CLEVELAND-AKRON (CANTON)  
 Station: WOIO  
 Station Contact: Renee Morley

Actg. Order No.: 390  
 WS Order No.: 10510  
 Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comm1 Tag	Station Gross Rate/ Total	Sep 17	Total Spots	DMA HH (R)	DMA P 35+ (R)	DMA P 25-54 (R)
1	MTWTF-- 05:00A-06:00A	EM 30	CBS 19 NWS AM	\$125.00 \$625.00	5	5	1.1 \$113.64	0.7 \$178.57	0.4 \$312.50
2	MTWTF-- 06:00A-07:00A	EM 30	CBS 19 NWS AM	\$125.00 \$625.00	5	5	1.1 \$113.64	0.8 \$156.25	0.4 \$312.50
3	MTWTF-- 07:00A-09:00A	EM 30	EARLY SHOW	\$115.00 \$575.00	5	5	0.9 \$127.78	0.7 \$164.29	0.3 \$383.33
4	MTWTF-- 12:00P-12:30P	NN 30	CBS 19 NOON	\$475.00 \$2,375.00	5	5	3.8 \$125.00	3.0 \$158.33	1.2 \$395.83
5	MTWTF-- 04:00P-05:00P	EN 30	NEWS AT 4	\$450.00 \$2,250.00	5	5	2.7 \$166.67	2.0 \$225.00	1.0 \$450.00
6	MTWTF-- 05:00P-06:00P	EN 30	NEWS AT 5	\$500.00 \$2,500.00	5	5	3.2 \$156.25	2.5 \$200.00	1.3 \$384.62
7	MTWTF-- 06:00P-06:30P	EN 30	HOMTM19 NWS-6P	\$700.00 \$3,500.00	5	5	3.3 \$212.12	2.7 \$259.26	1.3 \$538.46
8	MTWTF-- 11:00P-11:35P	LN 30	NEWS AT 11	\$1,000.00 \$4,000.00	4	4	5.2 \$192.31	3.2 \$312.50	2.1 \$476.19
9	---S- 09:00A-11:00A	WE 30	CBS NWS SAT	\$100.00 \$200.00	2	2	1.2 \$83.33	0.9 \$111.11	0.2 \$500.00
10	---S- 06:00P-06:30P	WE 30	SAT 6PM	\$250.00 \$250.00	1	1	1.6 \$156.25	1.0 \$250.00	1.0 \$250.00
11	---S- 08:00P-09:00P	PT 30	CRMTM SA8P-CBS	\$650.00 \$650.00	1	1	2.8 \$232.14	2.5 \$260.00	0.8 \$812.50
12	---S- 07:00A-09:00A	WE 30	ACT NWS SU MRN	\$125.00 \$125.00	1	1	0.5 \$250.00	0.4 \$312.50	0.3 \$416.67
13	---S- 09:00A-10:30A	WE 30	SUNDAY MORN	\$450.00 \$450.00	1	1	2.5 \$180.00	1.7 \$264.71	0.9 \$500.00
14	---S- 12:05A-01:05A	WE 30	EXTRA WKND	\$130.00 \$130.00	1	1	1.1 \$118.18	0.8 \$162.50	0.5 \$260.00
				\$18,255.00	46	46			

112.2

Monthly Totals			Station Gross Dollars	Station Gross CPP/CPM
Month	Spots	GRP/GRIs		
Sep	46	112.2	\$18,255.00	\$162.70
	46	112.2	\$18,255.00	\$162.70

Comments

Campaign Remarks:  
 Paid for by:

RSCC

Advertiser: Republican Senate Campaign Committee, 2012  
Campaign: Early TV Buy General Elect, 2012

**Station Order**

CLEVELAND-AKRON (CANTON) - TV

Station: WOIO

Comments

By: \_\_\_\_\_